



**ARIZONA STATE PARKS BOARD
ARIZONA STATE PARKS OFFICES
BOARD ROOM
FEBRUARY 15, 2012
MINUTES**

Board Members Present

Walter D. Armer, Jr., Chairman; Maria Baier, Vice-Chair; Alan Everett; Larry Landry; William C. Scalzo; Tracey Westerhausen; Reese Woodling

Staff Members Present

Bill Feldmeier, Interim Executive Director; Jay Ream, Assistant Director, Parks; Kent Ennis, Assistant Director, Administration; Jay Ziemann, Assistant Director, External Affairs and Partnerships; Monica Enriquez, Executive Staff Assistant; Jeanette Hall, Chief of Staff

Attorney General's Office

Laurie Hachtel, Assistant Attorney General

AGENDA

(Agenda items may be taken in any order unless set for a time certain)

A. CALL TO ORDER - ROLL CALL – Time Certain: 10:00 AM

Chairman Armer called the meeting to order at 10:02am.

B. PLEDGE OF ALLEGIANCE

Chairman Armer asked Mr. Woodling to lead the audience in the Pledge of Allegiance.

C. INTRODUCTIONS OF BOARD MEMBERS AND AGENCY STAFF

1. Board Statement - "As Board members we are gathered today to be the stewards and voice of Arizona State Parks and its Mission Statement to manage and conserve Arizona's natural, cultural and recreational resources for the benefit of the people, both in our parks and through our partners."

The Board and staff introduced themselves. Ms. Baier read the Board Statement.

D. CALL TO THE PUBLIC – Those wishing to address the Board must register at the door and be recognized by the Chair. It is probable that each presentation will be limited to one person per organization. Action taken as a result of public comment will be limited to directing staff to study or reschedule the matter for further consideration at a later time.

Jim McPherson, President, Arizona Preservation Foundation, spoke in favor of HCR 2047. He urged the Board to support that legislation.

Matthew Fesko, Arizona Heritage Alliance, spoke in favor of HCR 2047.

Barbra Barnes, Arizona Heritage Alliance, spoke in favor of HCR 2047. She hoped the Board would take a position on that legislation.

E. CONSENT AGENDA – The following items of a non-controversial nature have been grouped together for a single vote without Board discussion. The Consent Agenda is a timesaving device and Board members received documentation regarding these items prior to the open meeting. Any Board member may remove



any item from the Consent Agenda for discussion and a separate vote at this meeting, as deemed necessary. The public may view the documentation relating to the Consent Agenda at the Board's office: 1300 W. Washington, Suite 150A, Phoenix, Arizona.

1. Approve Minutes of December 13, 2011 Arizona State Parks Board Meeting
2. Approve Executive Session Minutes of December 13, 2011 Arizona State Parks Board Meeting
3. Approve Minutes of January 11, 2012 Arizona State Parks Board Meeting

Mr. Scalzo motioned to approve the Consent Agenda. Ms. Westerhausen seconded the motion. The motion passed unanimously.

F. DIRECTOR'S SUMMARY OF CURRENT EVENTS – The Executive Director will provide a report on current issues and events affecting Arizona State Parks. A list of items to be discussed under this agenda item will be posted on the State Parks website (azstateparks.com) 24 hours in advance of the Parks Board meeting.

Mr. Feldmeier noted that Chairman Armer, Mr. Ream and he visited parks in the western region of Arizona the week of January 18, 2012. These parks include Yuma Quartermaster Depot, Yuma Territorial Prison, Buckskin Mountain, Cattail Cove, Lake Havasu and Alamo Lake. He said he also met with the City/Town managers of the municipalities of Yuma County.

Mr. Feldmeier gave a presentation on the Director's Summary of Current Events. The presentation is included in these minutes as Attachment A.

Mr. Landry commended the Arizona State Parks Foundation on their work for Advocacy Day. He said it is vitally important to have third parties come and tell the story.

Mr. Landry commended staff on the booth at the Centennial Best Fest event. He said the Best Fest was well attended and the parks volunteer exercise bike was a nice touch.

Mr. Scalzo suggested that Mr. Feldmeier meet with County leaders when he meets with City leaders in Lake Havasu in March.

G. BOARD ACTION ITEMS

1. **Consider Revisions to the Arizona State Park Fee Schedule** – Staff recommends the Arizona State Parks Board adopt the Fee changes as presented by staff to take effect on April 1, 2012 and direct staff to notify the public of the fee changes.

The presentation on the changes in fees is attached to these minutes as Attachment B.

Mr. Scalzo motioned that the Arizona State Parks Board adopt the Fee changes and Fee range schedule as presented by staff to take effect on April 1, 2012 and direct staff to notify the public of the fee changes. He further motioned that the Executive Director is authorized to choose the specific amount where the fee is shown as a range except that the Executive Director may not increase any fee by more than 100% without additional specific authorization from the Arizona State Parks Board.

Ms. Westerhausen seconded the motion. The motion passed unanimously.



The Arizona State Parks Board Action Report is included in these minutes as Attachment C.

- 2. Discussion and Possible Action Regarding Recruitment of Executive Director** – This item may include an update to the Arizona State Parks Board by the Permanent Executive Director Hiring Subcommittee concerning the process in the recruitment of the Executive Director.

Mr. Scalzo said the Executive Director Hiring Subcommittee has met several times. There has been great help from Susan Laurence from the Department of Administration, Laurie Hachtel, Parks attorney from the Attorney General's office and Vicki Adney from ASP staff. He said interviews would be commenced on February 22-24. The Committee will review the interviews the following Monday and make recommendations to the full Board for further interviews. The process will then be turned over to the full Board and the Board can then determine the interview questions and timing of the next interview level. The full Board can accept the list of candidates, reject it, start new and add to it. The process is moving effectively but not too fast so that the Board could choose the best person for this agency.

Chairman Armer commended the four members of the Board on the subcommittee for the work that is time consuming but he respects and appreciates their efforts.

H. DISCUSSION ITEMS

1. Revenue Forecast by Major Fund and Park Visitation Update

Mr. Ennis said the Enhancement Fund had a remarkable January, as revenues are up 31% for that month alone. He said revenues are up 17% year-to-date. Attendance is up by 17% in the month of January. Attendance is up 4% year-to-date.

Mr. Ennis said the Off-Highway Vehicle Recreation Fund is about 5% ahead year-to-date. The Law Enforcement Boating Safety Fund is about 6% percent ahead of forecast. The State Lake Improvement Fund is on target with the forecast. Interest earnings are slightly above forecast.

2. Budget Update

Mr. Ennis presented the Joint Legislative Budget Committee budget recommendations and the Governor's Office budget recommendation. The presentation is included in these minutes as Attachment D.

3. State Parks Operations Status Update

Mr. Ream gave a presentation on the status of State Parks Operations. The presentation is included in these minutes as Attachment E.

Mr. Scalzo said he would like the list of parks to be amended to include Spur Cross Conservation Area. It is a state park owned property although no funds come from ASP but fits the partnership model and is in Maricopa County. Mr. Ream said he would add it to the list.

Ms. Westerhausen asked where Rockin River Ranch fits into these categories. Mr. Ream said Rockin River Ranch is part of the Verde River Greenway and the Verde River Greenway is incorporated into Dead Horse Ranch State Park for management.



He noted that Sonoita Creek is incorporated into Patagonia Lake State Park for management as well.

Mr. Everett asked if there is a grazing agreement at San Rafael State Natural Area right now. Mr. Ream said there had been grazing under special use permit with a conservation owner on the conservation easement for the last two years. ASP has not been approached to do it for a third year.

Chairman Armer said it would be a benefit to ASP to approach him first if needed. It is to ASP's benefit from a fire safety perspective. Mr. Ream said he would contact him.

4. Discussion on Legislative Issues

Mr. Ziemann said House Bill (HB) 2362 (State Parks Revenue Fund – Representative Karen Fann) passed through the Agriculture and Water Committee. It is now scheduled to go to the Rules Committee. He said he thought it a good likelihood that it could be on its way to the Senate by the end of February. He noted that Senators Gould and Melvin have both said they are eager to have this bill in the Senate.

Mr. Everett asked if there is a provision in the bill to rename the Enhancement Fund. Mr. Ziemann answered affirmatively. He said it is now called the State Parks Revenue Fund.

Mr. Ziemann said there are two efforts to re-establish the State Parks Heritage Fund. He thanked members of the Heritage Alliance who came to the Board meeting to discuss those bills. He said ASP is registered as supporters of both of these efforts (HB 2208 and House Concurrent Resolution (HCR) 2047. HB 2208 must be voted on by House members but is not voter protected. HCR 2047 is a referral. When members vote they are voting whether this should be referred to the ballot. There is one week to get these on an Appropriations agenda in the House for them to continue to move through the process.

Chairman Armer asked what about the effect if both were to proceed. Mr. Ziemann said the language is identical in both. The bill would have a quicker effective date. If the referral went through and passed by the voters then it would be voter protected.

Mr. Ziemann said HB 2336 (Land Conservation Fund; Forest Restoration) passed out of its original committee. This is ready to go to the floor. This is problematic for ASP because in order to pay for forest restoration they are advocating raiding the money in the Land Conservation Fund. He said staff alerted the legislature that while ASP supports forest restoration there are concerns on the legality of using these particular funds. Mr. Landry asked if the legal question is whether it is voter protected or not. Mr. Ziemann answered affirmatively.

Mr. Ziemann said HB 2786 deals with the sale of the Off-Highway Vehicle (OHV) sticker. He said staff met with the Arizona Department of Transportation (ADOT), the Land Department and the Game and Fish Department and everyone agreed that moving the sale of stickers away from ADOT to Game and Fish made a lot of sense. It would enhance the registration to out-of-state people and therefore enhance the revenue to the OHV program. The bill is going to be heard on February 16. The bill is going to be held. There will be a committee set up through the Speaker to meet during the summer to try to figure out how best to sell the sticker most effectively.



Mr. Ziemann said a strike everything amendment that appeared on February 14, 2012 dealt with Personnel reform. He noted that in addition to some personnel changes including more pay, consolidating employment classes, making more employees uncovered, there is a provision on page 173-174 that deals specifically with the Parks Board ability to appoint an Executive Director. The Executive Director will be appointed by the Governor and serve at the pleasure of the Governor.

Mr. Landry asked if it would be prudent to pass a motion that supports HB 2362, HB 2208, HCR 2047 and oppose HB 2336. He noted that there is wonderful history on why the Executive Director was outside of gubernatorial politics. He said he is disappointed that this is in the Governor's proposal.

Mr. Scalzo said the Board would be interviewing people shortly for the Executive Director position. He asked what the earliest possible date this could be put in place.

Mr. Ziemann said Personnel reform has an effective date of September 29, 2012.

Mr. Scalzo asked if the Board were to hire an Executive Director that any change in the future would happen after this person is selected. Mr. Ziemann said he is not positive that is the case. He suggested the attorney look at the draft bill. Chairman Armer noted that the Executive Director does not operate under a long-term contract. Mr. Landry said there is nothing statutorily that hinders the Board from appointing someone for a term.

Ms. Hachtel said ASP explored this issue in the past. She suggested that if the Board would have a special Board meeting regarding recruitment and extend that into an executive session, she would advise the Board at that time.

Ms. Baier said she thought that if the Board made an appointment before a new law goes into effect then the appointment is subject to the existing law.

Mr. Woodling asked if the Board is under any obligation to inform people interviewing for the Executive Director position of the possible legislation. Ms. Hachtel said she couldn't advise the Board at this time since she has not seen the bill. There may be more information about the bill at the Board's March 21, 2012 Board meeting.

Chairman Armer asked Ms. Hachtel if she would keep in contact with Mr. Ziemann and stay informed on the status of this bill.

Chairman Armer said he thought it premature to take a position on the personnel reform bill.

Mr. Ziemann noted that the Governor named Mr. Woodling's replacement, Kay Daggett, from Sierra Vista. Staff expects her nomination to go through the Senate.

5. Agency Sunset Review and Office of Auditor General Audit Update

Mr. Ziemann said the auditors from the Auditor General's office are nearing completion of the review and fieldwork.

Ms. Westerhausen left at 11:50am.

6. Strategic Plan Update

Ms. Hall highlighted some of the key Strategic Plan accomplishments from October 2011 through December 2011. The Strategic Plan accomplishments from this time period are attached to these minutes as Attachment F.



I. TIME AND PLACE OF NEXT MEETING AND CALL FOR FUTURE AGENDA ITEMS

1. Staff recommends the next Arizona State Parks Board Meeting be held on Wednesday, March 21, 2012. The location is to be determined.
2. Board members may wish to discuss issues of interest to Arizona State Parks and request staff to place specific items on future Board meeting agendas.

Mr. Everett said he would like to readdress mileage allowances for Parks Board members. He thought that although the budget is tight that the minimum that could be reimbursed would be mileage especially for those that live out of Maricopa County. Mr. Feldmeier said staff would do the research and review when and why the decision was made and review the numbers and get back to the Board at the next meeting.

Mr. Scalzo asked for a report on the OHV feasibility study and the timeline. Mr. Feldmeier said a staff member had been brought back to work on that on a part-time basis. There would be a better update for the Board at the next meeting.

J. ADJOURNMENT

Ms. Baier motioned to adjourn. Mr. Woodling seconded the motion. The motion passed. The meeting adjourned at 12:09pm.

Pursuant to Title II of the Americans with Disabilities Act (ADA), Arizona State Parks does not discriminate on the basis of a disability regarding admission to public meetings. Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting the acting ADA Coordinator, Nicole Armstrong-Best, (602) 542-7152; or TTY (602) 542-4174. Requests should be made as early as possible to allow time to arrange the accommodation.

A blue ink signature of Walter D. Armer, Jr., written in a cursive style.

Walter D. Armer, Jr., Chairman

A blue ink signature of Bill Feldmeier, written in a stylized, cursive style.

Bill Feldmeier, Interim Executive Director

3/29/12 4:37 PM

Attachment A

Director – Current Event

F.1.

Oracle State Park Grand Re-Opening
February 4, 2012
950 Visitors



Director – Current Event

Picacho Peak State Park

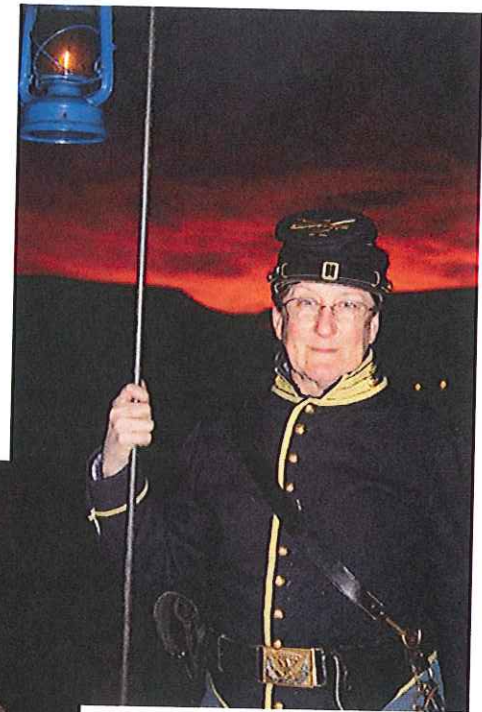
Boyce Thompson Arboretum State Park

Winter Showers bring Arizona's Flowers



Director – Current Event

Fort Verde State Historic Park



Director – Current Event

Dead Horse Ranch State Park
AmeriCorps Volunteers and Friends of the Greenway
Eradicating invasive cattails and giant reeds.



Director – Current Events

Future Events - 2012

February 18-19 – Fort Verde State Park: Buffalo Soldiers

February 21 - Arizona State Parks Foundation Hosting Advocacy Day at the Capitol

February 25 – Catalina State Park: Star Night Event

March 1-31 - Arizona Heritage & Archaeology Month (AHAM)

(Centennial Event) March 3 – AZ Heritage Exposition: Arizona Capitol Wesley Bolin Plaza

March 10 - Cattail Cove State Park: Geocache Bash

March 10/11 - Picacho Peak State Park: Civil War of the SW

Battle of Picacho Peak - Commemoration of 150 years (1862)

Attachment B

BOARD ACTION ITEM

G.1. (1)

Administrative Proposals

1. ASP Standard Annual Pass. Modify the restriction of use to add:
"from April 1 to October 31"
2. Rebooking fee: Kartchner cave tours: \$5
3. Reservation Fee: Ramadas: \$5 per reservation
4. Facility use fees: Ramadas, group day use, group camping areas: \$15.00 minimum

BOARD ACTION ITEM

G.1.(2)

Entrance/Day-Use Fees for Boat-in Sites

1. Cattail Cove SP: Boat-in Day-Use fee: \$10.00

Entrance/Day-Use Fee RANGES

1. Per vehicle RANGE: \$5 to \$30
2. Bicycle/Individual RANGE: \$2 to \$5
3. Establish Per Person Entrance fees RANGE:
\$2.00 to \$10.00

BOARD ACTION ITEM

G.1.(3)

Camping Proposals

1. Buckskin Mountain SP

Cabana Fee RANGE: \$20.00 to \$50.00

2. Cattail Cove SP

Site Boat-In Fee RANGE: \$15 to \$50

3. Camping parks – Set new RANGES of pricing

Non-electric campsite	\$12.00 to \$25.00
Electric campsites	\$20.00 to \$50.00

*All Fee changes within the established RANGE require approval
by the Executive Director of ASP



Attachment C
Arizona State Parks Board Action Report
Agenda Item #: G-1

Title: Consider Revisions to the Arizona State Park Fee Schedule
Staff Lead: Jay Ream, Assistant Director
Date: February 15, 2012

Board Members	Aye	Nay	Absent	Abstain
Walter Armer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maria Baier	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alan Everett	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Larry Landry	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
William Scalzo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tracey Westerhausen	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reese Woodling	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Approve <input checked="" type="checkbox"/>	Deny <input type="checkbox"/>	Amend <input type="checkbox"/>		

Motion:

Mr. Scalzo motioned that the Arizona State Parks Board adopt the Fee changes and Fee range schedule as presented by staff to take effect on April 1, 2012 and direct staff to notify the public of the fee changes. He further motioned that the Executive Director is authorized to choose the specific amount where the fee is shown as a range except that the Executive Director may not increase any fee by more than 100% without additional specific authorization from the Arizona State Parks Board.

Ms. Westerhausen seconded the motion. The motion passed unanimously.

Board Questions/Comments:

Mr. Ream thanked the 289 respondents of the public comments on the fee schedule. He noted that was the most that had ever been received in public comment before. He said there was some confusion on the ranges. The ranges were interpreted as the fee would be increased from \$25-\$50. In response staff created a list of frequently asked questions (faq's) and sent them to respondents. Mr. Ream thanked the staff members who worked on the fee packet for about a year. The Board took action to go out for public comment in November and took comment in December and January. He noted if the Board approves this that it would take effect in April 2012. He said staff is not recommending the Board change fees but is recommending changing the approach to fees by creating ranges that allow staff to respond quickly to changes in the reservation system and partnerships. He said many of Arizona State Parks' partners would like to raise fees during the busy months and lower them in the summer months.

The presentation on the changes in fees is attached to these minutes as Attachment B.

Mr. Landry said that the Board represents the public and the public comments show that there is price elasticity if too much is charged. He said he thought the Board should balance the need for revenue with accessibility. He said he thought there should be Board oversight and action so there is a check and balances form a governance standpoint.

Attachment C
Arizona State Parks Board Action Report
Agenda Item #: G-1

Mr. Scalzo said he has been involved in fee adjustments as a County Parks Director and a City Parks Director. He said most of the respondents of the public comments would come mostly from RVers who have a vested interest in not paying what is an adequate amount. The value of the ASP's facilities is incredible. He said studies have shown that after fees have been adjusted it had a minor effect for short period of time.

Chairman Armer said the partners need more flexibility in charging when you compare one spot that has a barbecue and a view of the river and another spot that is next to the water treatment plant. He said he thought this was a move in the right direction.

Ms. Baier commended the work of staff to illicit an impressive number of responses and the work that went into the development of the proposal.

Status to Date:

The Arizona State Parks (ASP) "Fee Team" initiated the annual fee review and has completed and submitted its recommendations. Input for the Fee Team recommendations were provided by various sources, including State Parks personnel, visitor comments and survey data from the 11 Western States, county and state parks systems and private sector businesses with similar facilities.

The recommended fee changes are submitted for various purposes. Administrative changes include additions to the standard annual pass, fees for ramadas to comply with the reservation system guidelines and standardization of the facility use fees. Proposed changes for Entrance/Day-Use fees set a standardized range for per-person park entrance fees, per vehicle park entrance fees and establish new fees for boat-in-sites. For camping the proposed changes standardize the fee schedule and establish fee ranges that allows for incremental increases and/or seasonal fee increases or fee decreases.

ASP is operating more like a business everyday; these changes provide parks the flexibility to quickly respond to market trends and make changes within the fee ranges set by the Arizona State Parks Board. Typically fee changes take as much as six months from proposal to implementation. With the deployment of the online reservation system this time frame could be increased to 18 months, due to 12 month advanced reservations. All fees will be posted at each park and within the reservation system; changes to any posted fee (within the established ranges) will require review by Executive Staff and approval by the Executive Director. ASP will honor all reservations made prior to any fee changes.

The Arizona State Parks Board authorized staff to solicit public comment at its November 30, 2011 meeting. The Fee Team reviewed 289 public comments received during the public comment period beginning December 1, 2011 and ending January 13, 2012. Public comments were collected via the agency's website.

Attachment C
Arizona State Parks Board Action Report
Agenda Item #: G-1

Summary of Public Comments:

Three quarters of the respondents agreed that the proposed fee increases were too high. Two out of five respondents noted that if the proposed fee changes were to be approved they would not come to Arizona State Parks and may avoid Arizona for other winter locations. One-fourth of the respondents did not approve of raising fees now given the current economic climate. A summary of the public comments is provided as an attachment to this report.

The fee team recognized a trend in responses and made the determination that the proposed fee ranges (\$20.00-\$50.00) were being interpreted by respondents as a fee change from \$20.00 to \$50.00 an increase of \$30.00 rather than range. Staff sent all respondents a copy of the attached Frequently Asked Questions (FAQs).

Recommended Changes to ASP Fee Schedule:

Administrative:

- All Parks - Arizona State Parks Standard Annual Entrance Pass. Modify the restriction of use to read (*modification is in bolded text*):
“Valid at all Arizona State Parks facilities for day-use activities only, except **Not valid from April 1st through October 31st** at Buckskin Mountain/River Island, Cattail Cove and Lake Havasu State parks on Fridays, Saturdays and Sundays, and recognized State Holidays. Additional Program and Special Event Fees may apply.” (This change has the effect of increasing the number of days the pass is accepted at the Colorado River Parks).
- Kartchner Caverns SP – Set reservation-rebooking fee at \$5. (new fee)
- Reservation Fee – Set a reservation fee for Ramadas in the Reservation fee schedule of \$5.00 per reservation. (new fee)
- All Parks - Set Facility Use fees for Ramadas, Group Day Use and Group Camping areas at \$15.00 (minimum) when making reservations for those facilities.

Entrance/Day-Use:

- Alamo Lake, Buckskin Mountain, Buckskin River Island, Catalina, Cattail Cove, Dead Horse Ranch, Fool Hollow Recreation Area, Homolovi, Kartchner Caverns, Lake Havasu, Lost Dutchman, Lyman Lake, Oracle, Patagonia Lake, Picacho Peak, Red Rock, Roper Lake and Slide Rock State Parks - Set entrance fee range at \$5.00 - \$30.00 per vehicle and \$2.00 - \$5.00 per individual/bicycle. (current entrance fees vary from \$7.00 to \$20.00 and individual/bicycle fees are \$3.00)*
- Cattail Cove State Park (SP) - Set Day Use fee for Boat-in-Sites at \$10.00. (new fee)
- Fort Verde State Historic Park (SHP), Jerome SHP, McFarland SHP, Tombstone Courthouse SHP, Tonto Natural Bridge SP, Tubac Presidio SHP, Yuma Quartermaster Depot SHP and Yuma Territorial Prison SHP – Set entrance fee

Attachment C
Arizona State Parks Board Action Report
Agenda Item #: G-1

range at \$2.00 - \$10.00 per person* (current fees vary from \$2.00 to \$7.00 per person).

***All fee changes within the established range require approval by the Executive Director of ASP.**

Camping:

- Buckskin Mountain SP - Set Cabana range at \$20.00 - \$50.00*.
- Cattail Cove SP and Patagonia Lake SP - Camping Boat-in-Site range at \$15.00 - \$50.00
- Camping Parks - Set Non-Electric and Electric campsite fee ranges for all parks.
Non-Electric Campsite \$15.00 - \$25.00*.
Electric Campsites \$20.00 - \$50.00*.

***All fee changes within the established range require approval by the Executive Director of ASP.**

Potential effect of these proposed revisions:

Staff revised the potential effect on revenue based upon full year operations with a conservative use of the ranges and new proposed fees.

Daily Entrance Fees:	+ \$40,000.00
Camping:	+ \$ 15,000.00
Annual Pass:	+ \$ 5,000.00
Other Fees:	<u>+5,000.00</u>
Total:	<u>+\$65,000.00</u>

Time Frame:

Upon Arizona State Parks Board approval, staff will file the revised ASP Fee Schedule with the Secretary of State's Office for publication, post the approved schedule on the Arizona State Parks website, update the reservation system and make the necessary changes at each Park location in advance of the of April 1, 2012 implementation date.

Staff and Financial Resources:

Not Applicable.

Relation to Strategic Plan:

Resources: To provide sustainable management of our natural, cultural, recreational, economic and human resources.

Relevant Past Board Actions:

- The Arizona State Parks Board approved FY 2010 State Park User Fee Adjustments at its November 13, 2009 meeting.
- The Arizona State Parks Board approved seeking public comment of FY2012 State Park User Fee Adjustments at its November 30, 2011 meeting.

Attachment D

Discussion Item

H.2.

Budget Update - FY 2013 Budget Recommendations

JLBC 'Baseline' Recommendation for ASP

- Same EF Appropriation in FY13 as FY12 - \$8.86M
- LEBSF funds transferred to Game and Fish Department – (\$2.18 M)
- **Overall (\$2.18 M) reduction**

Governor's Budget

- Increases Enhancement Fund appropriation by \$3.1 million to \$11.96 million
- Removes Kartchner Caverns SP line item
- LEBSF funds transferred to AZ Game & Fish
(\$2.17 million)

Other

- Pay increase of 5.0%
Cost to ASP - \$500,000.(Authorized but not funded)
- Possible personnel reform legislative package

Attachment E

Parks Open Without Financial Partnerships - FY 2012

- 1) Alamo Lake SP
- 2) Buckskin Mountain SP
- 3) Catalina SP
- 4) Cattail Cove SP
- 5) Dead Horse Ranch SP
- 6) Fool Hollow Lake Recreation Area
- 7) Kartchner Caverns SP
- 8) Lake Havasu SP
- 9) Lost Dutchman SP
- 10) Patagonia Lake SP
- 11) Picacho Peak SP (Re-opened Sept. 15, 2011)
- 12) Slide Rock SP
- 13) Tonto Natural Bridge SP

Parks Operated by Arizona State Parks Staff through Partnership Support

- 1) Fort Verde SHP
- 2) Homolovi SP
- 3) Jerome SHP
- 4) Lyman Lake SP (Seasonally closed)
- 5) Oracle SP
- 6) Red Rock SP
- 7) Roper Lake State Park

Parks Operated by Partners With No Arizona State Parks Staff

- 1) Boyce Thompson Arboretum SP
- 2) McFarland SHP
- 3) Riordan Mansion SHP
- 4) Tombstone Courthouse SHP
- 5) Tubac Presidio SHP
- 6) Yuma Prison SHP
- 7) Yuma Quartermaster Depot SHP

Parks Closed to the Public

- 1) San Rafael State Natural Area
Park Closed. Special Use Permit with
U.S. Border Patrol for 12 months
beginning Dec. 1, 2011

Attachment F

ARIZONA STATE PARKS

Agency Strategic Plan

Goals and Objectives

Adopted October 20, 2010

Accomplishments FY 2012 October-December 2011

MISSION: Managing and conserving Arizona's natural, cultural and recreational resources for the benefit of the people, both in our parks and through our partners.

VISION: Arizona State Parks is indispensable to the economies, communities and environments of Arizona.

GOAL: Resources
To provide sustainable management of our natural, cultural, recreational, economic and human resources.

Objective A. By keeping all parks economically viable and open to the public.

<i>Status of Park. Based on 28 parks</i>	<i>July 2011</i>	<i>December 2011</i>
<i>Parks Open to Public</i>	93%	93%
<i>Parks Closed to the Public</i>	7%	7%
<i>Parks Open Full Time 7 days/week</i>	57%	64%
<i>Parks Open on Reduced Schedules</i>	36%	29%
<i>Parks Managed by ASP w/o assistance</i>	43%	47%
<i>Parks Managed by ASP w/assistance</i>	29%	21%
<i>Parks Managed by Others</i>	21%	25%

- 13 *Parks Operated without Financial Partnerships.*
- 6 *Parks Operated by Arizona State Parks (ASP) staff through Partnership Support.*
- 7 *Parks Operated by Partners with no ASP Staff.*
- 2 *Parks closed to the Public.*
 - *Seasonal closure of Lyman Lake State Park October 2011.*

AmeriCorps Grant supported students working on trail work and park maintenance at Slide Rock and Lost Dutchman State Parks.

Objective B. By standardizing and upgrading the information technology infrastructure.

- *Over 46% of visitor reservations made on-line.*
- *Implemented on-line reservation system visitation reporting for 14 parks.*
- *Deployed 7 new/upgrades to Information Technology System infrastructure: To ensure employee access to the on-line reservation system and State of Arizona applications, to stabilize connectivity and functionality, to upgrade satellite systems, to maintain system stability through relocation of the Arizona State*

Parks (ASP) Enterprise Database to Phoenix office, through rebuilding Grant Tracker application.

- *Transitioning to ProcureAZ, the State's e-procurement system. Transition completed for Phoenix Office purchases.*

Objective C. By efficiently processing grants, projects, paperwork and documents through the agency.

- *Awarded \$40,000 each in Recreational Trail Program (RTP) funds for trail maintenance to Tonto National Forest Mesa Ranger District, Bureau of Land Management (BLM) Safford Field Office and the City of Glendale.*
- *Reviewed 100% of National Register nominations.*
- *Completed 100% compliance reviews (297 new/95 expedited reviews).*
- *Completed 100% (54) Grant and Property Tax Reviews.*
- *Completed 6 revised Part 1 and 1 Part 2 Tax Act Reviews.*

Objective D. By increasing each staff member's knowledge, skills and abilities through training opportunities.

- *Seventy-eight percent of supervisors successfully completed the Arizona Learning Center Supervisor Academy or equivalent.*
- *AZPOST Law Enforcement Training completed for calendar year.*
- *Vice-Chair and Regent on the National Association of State Park Directors (NASPD) State Park Leadership School. Worked with other Regents to prepare for 2012 classes.*

Objective E. By providing agency staff with a stimulating, safe, and challenging work environment.

Arizona State Parks Awards and Recognition

<i>Agency/Individual Award</i>	<i>Date</i>	<i>Recognition</i>
<i>No Agency Awards/Recognition for the 2nd Quarter FY 2012</i>		

- *Recognized 20 employees through formal recognition programs: 14 employees for State of Arizona/ State Parks Service, 3 retirements and 2 "Atta Person" awardees.*
- *Recognized 3 employees through informal peer-to-peer recognition programs.*

GOAL : Visitors

To provide safe, meaningful and unique experiences for our visitors, volunteers and citizens.

Objective A. By working with agency personnel to implement and update the master list of economically feasible facility upgrades that improve the visitor experience and increase revenue.

Facility Upgrades Completed

<i>Water Treatment Plant Improvements</i>	<i>River Island Unit of Buckskin Mountain State Park</i>
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Objective B. By working with agency personnel to market events and improve the overall quality of existing events

Major Park Events: Note: Attendance includes day-use and camping visitation on each park on the date of the event. Does not include all park events.

<i>Park Name</i>	<i>Event</i>	<i>Event Date</i>	<i>Attendance</i>
<i>Homolovi State Park</i>	<i>Fall Tour of Homolovi IV</i>	<i>September 24, 2011</i>	<i>53</i>
<i>Fort Verde State Park</i>	<i>Fort Verde Days</i>	<i>October 7, 2011</i>	<i>943</i>
<i>Red Rock State Park</i>	<i>20th Birthday Celebration</i>	<i>October 8, 2011</i>	<i>100</i>
<i>Red Rock State Park</i>	<i>Moonlight Hikes Hosted Visitors</i>	<i>October 11&12, 2011</i>	<i>103</i>
<i>Lost Dutchman State Park</i>	<i>Moonlight Hikes Hosted Visitors</i>	<i>October/November/December</i>	<i>250</i>
<i>Kartchner Caverns State Park</i>	<i>Cave Fest</i>	<i>November 12, 2011</i>	<i>326</i>
<i>Alamo Lake State Park</i>	<i>Star Party</i>	<i>November 19, 2011</i>	<i>156</i>
<i>Fort Verde State Historic Park</i>	<i>Candlelight Tours</i>	<i>December 16-17 2011</i>	<i>160</i>

Visitation: Note: Attendance figures generated by monthly revenue and attendance reports and do not include parks operated by partners.

<i>Visitation</i>	<i>FY 2011</i>	<i>FY 2012</i>	<i>Change</i>
<i>Parks Operated by Arizona State Parks</i>			
<i>October</i>	<i>133,789</i>	<i>144,203</i>	<i>7.78%</i>
<i>November</i>	<i>109,446</i>	<i>107,929</i>	<i>(1.39)%</i>
<i>December</i>	<i>76,527</i>	<i>91,791</i>	<i>19.95%</i>
<i>Fiscal Year-to-Date</i>	<i>828,663</i>	<i>843,395</i>	<i>1.78%</i>

- *Over 67,000 ranger led experiences.*
- *Participation in Arizona Historical Advisory Commission Centennial activities and approvals of legacy projects.*

Objective C. By striving to operate the visitor interface component of the park system with a “cost neutral” budget where visitor revenue equals or exceeds direct visitor

- *Realized a fiscal year 7% positive margin for state-funded parks.*

GOAL: Planning

To document our progress through planning, analysis and research.

- *Ongoing State Emergency Response and Recovery Planning (SERRP). Two key staff members participated in the 2011 Arizona Statewide/Vigilant Guard Recovery Tabletop Exercise, November 6, 2011.*
- *Ongoing Continuity of Operations Planning (COOP). Thirteen members of Executive Staff and Chiefs participated in November 16, 2011, Department of Emergency Management/State of Arizona COOP Tabletop Exercise.*

- *Ongoing process to analyze the Parks System fee structure, including public comment.*
- *Completed analysis of 2010 Employee Survey. Presented findings to Parks Board during October 2011 Board Meeting. Utilizing analysis to address employee issues/concerns/suggestions, etc.*
- *Completed agency Advisory Committees/Commissions self-assessments utilizing a Decision Flowchart model for Evaluation of Agencies, Boards and Commissions, adopted by Governor Brewer's commission on Privatization and Efficiency.*

Objective A. By collecting scientific and historical data on natural and cultural resources to better inform decision-making.

- *Ongoing planning, analysis and research to evaluate the health of Kartchner Caverns State Park including cave stabilization, cave-tunnel ceiling project, reflection seismic survey, radiogenic dates on paleoclimate candidate sample location, virtual monitoring of environmental stations in the cave, and instituting an infrared bat counting system to help prevent staff exposure to rabies and other diseases.*
- *Completed review of working draft of Augusta, Inc's proposed Rosemont Mine Draft Environmental Impact Study. Provided State Parks Cooperating Agency commentary to the U.S. Forest Service.*

Objective B. By updating the long-term Capital Improvement Plan.

- *Updated Capital Improvement Plan Proposed Projects (includes buildings, structures, on and offsite amenities, infrastructure), approximately \$201 Million.*
- *Updated Arizona Department of Transportation (ADOT) proposed roadside improvements, approximately \$48 Million.*

Objective C. By continuing to provide accurate, timely, and targeted agency reports on program management and analysis for internal and external use.

- *Completed rollup agency Strategic Plan to Annual Report. Posted Annual Report/Strategic Plan on the agency website prior to December 31, 2011. Distributed to Governor's Office, Legislators, Joint Legislative Budget Committee (JLBC) and Governor's Office of Strategic Planning and Budget (OSPB).*
- *Submitted Fiscal Years 2011-2013 Arizona Integrated Planning System (AZIPS) Master List of State Government Programs to OSPB.*
- *Submitted agency 5 Year Strategic Plan to OSPB.*
- *Completed Governor's Archaeology Advisory Commission (GAAC) and Agency Performance Annual Reports.*
- *Completed the Federal Historic Preservation Fund (HPF) End of Year Financial Reconciliation Report.*
- *Completed National Park Service annual report, reporting on 16 grants awarded to 12 communities.*
- *Prepared Annual Report - Sources & Disposition of Funds*
- *Created a report summarizing projected income from partnerships in FY12 and FY13.*

- *Submitted Quarterly Off-Highway Vehicle (OHV) Financial Report to Representative Weiers.*
- *Provided monthly agency cash flow reports to the OSPB, the JLBC, and the State Comptroller.*
- *Submitted the monthly sales tax and use tax report to Department of Revenue.*
- *Provided monthly Individual Park and Park System attendance and revenue statistics.*
- *Prepared monthly budget status reports by Section/Park.*
- *Completed Department of Corrections inmate crew monthly status report.*
- *Provided biweekly partnership agreement status report.*
- *Provided weekly procurement status report.*
- *Provided daily/weekly posting of Phoenix Office and Park operating expenditures.*

Objective D. By continuing to implement the Revised State Historic Preservation Plan.

- *Focused on development of Main Street Program Strategic Plan and Task List.*

GOAL: Partnerships

To build lasting public and private partnerships to promote local economies, good neighbors, recreation, conservation, tourism and establish sustainable funding for the agency.

Objective A. By continuing and expanding collaboration with federal, tribal, state, and local governments, non-governmental organizations (NGOs), concessionaires and private sector individuals whose objectives or duties are similar to State Parks.

New or renewed agreements with State Parks and local governments and/or non-profit organizations to help keep parks open to the public through Partnership Support:

<i>State Park</i>	<i>Partner</i>	<i>Status of Agreement</i>	<i>Date of Agreement/Renewal</i>
<i>Riordan Mansion State Historic Park</i>	<i>Arizona Historical Society</i>	<i>Renewal</i>	<i>October 2011</i>
<i>Oracle State Park</i>	<i>Friends of Oracle State Park</i>	<i>New</i>	<i>October 7, 2011</i>

- *Celebrated and recognized 82 Partners through Arizona State Parks Board Resolutions presented at Arizona State Parks Board Meeting, November 2011.*
- *Engaged in community through speaking engagements, both formal and informal: Governor's Statewide Development Conference, October 2011 attended by 100 participants; Camp Verde Chamber mixer held at Fort Verde State Historic Park: Attendance 50; Field Trip Co-Leader for USGS Western Regional Managers SE Arizona Resource Conference.*
- *Celebration of Red Rock State Park 20th birthday, hosting over 100 individuals and attended by Yavapai County Supervisor, a Parks Board Member and Executive Director.*
- *Partnering with Arizona Forward to engage business community on economic benefits of State Parks.*
- *Partnering with 14 Friends Groups with over 4000 members.*

- *Building partnerships between individual parks and their respective Chamber of Commerce. Currently an active member of 22 local Chambers of Commerce.*
- *Jointly testified at the Arizona Department of Transportation Board (ADOT) meeting with ASPB Board Member Everett to encourage partnerships with Arizona State Parks. The ADOT Board approved releasing \$1M set aside for Arizona State Parks.*
- *Working with the Natural Areas Program Advisory Committee to draft a master plan for the San Rafael Valley State Natural Area.*
- *Collaboration with Bureau of Reclamation (BOR) in Yuma to discuss land tenure issues and future development of Contact Point State Park.*
- *Discussions with Freeport-McMoRan staff in Jerome to inspect the Jerome Hoist House and assess its suitability of the donation to ASP.*
- *Partnership meeting with Sonoran Institute –grants, field assistance in state Natural Areas--resource inventory, monitoring, management of major riparian areas.*
- *Approved a one-year special use permit with the U.S. Border Patrol, Tucson Sector, at San Rafael Natural Area.*
- *Approved a one-year special use permit with Verde River Ranch, LLC for the operation of horse boarding, training and special events at the Rockin' River Ranch on the Verde River Greenway.*
- *Signed an amendment to a property easement that State Parks holds on Taliesin West, Frank Lloyd Wright's winter home, office and school in NE Scottsdale, a National Historic Landmark.*
- *Exploring the potential for a private-public partnership with Buckskin Sanitary District to operate a wastewater treatment plant on ASP property at River Island State Park.*
- *Eight current 3rd party operator concession agreements. Extended the Patagonia concession agreement for an additional year to November 2012.*
- *Utilizing Arizona Department of Corrections inmate crews at 5 parks: Fool Hollow Lake Recreation Area, Homolovi, Kartchner Caverns, Lake Havasu and Roper State Parks.*
- *AZSITE GIS Inventory of Arizona's historical and archeological properties:*
 - *State Historic Preservation Office (SHPO) staff member selected as the 2012 Chair of the AZSITE Board.*
 - *Received 33 AZSITE applications for 2012, constituting 130 users.*
 - *Implemented digitization of historic district boundaries for use through AZSITE.*
- *Working with 819 Site Stewards to monitor sites in the Site Steward Program.*
- *Ongoing SHPO planning for tribal workshops sponsored by Federal Highways and ADOT to resolve ongoing tribal concerns.*

Objective B. By implementing a community relations strategy that addresses each park's unique location, program audience, and adjacent and thematic communities.

- *Developed media stories for all ASP parks and Partner Parks including fall event schedules.*

Objective C. By continuing partnership awareness/education on agency programs, planning and activities.

- *Ongoing. Staff and Parks Board members continuously meet with community groups and trade organizations to educate parties on the benefits of Arizona State Parks and the agency's current financial situation.*

Objective D. By working with stakeholders to create and promote a strategy for sustainable agency funding.

- *Ongoing. Continue to work with stakeholders and leaders, to include ASP Foundation, Arizona Forward, Arizona Heritage Alliance, The Nature Conservancy and other County Park Systems, to develop and implement a sustainable funding stream.*
- *Met with the House majority and minority staff, JLBC staff, Governor's Office and State Treasurer on proposed legislation.*
- *HB 2362 introduced by Representative Karen Fann and sponsored by 22 members of the House to protect park generated revenue. The bill is moving through the House.*
- *HB 2208 and a referral (HCR 2047) were introduced to restore the Arizona State Parks Heritage Fund.*
- *Continued collaboration with the ADOT Board on funding capital projects.*
- *Developing a working draft to serve as the agency messaging statement.*
- *Closed a Request for Information (RFI) in October 2011 seeking information from potential third-party operators for the Tonto Natural Bridge Lodge. Currently analyzing the 6 submitted RFIs.*

GOAL : Communications
 To effectively communicate with the public, policy makers, our partners, our peers and ourselves.

Objective A. By utilizing marketing strategies.

Traditional Strategies

- *Produced 270 million media exposures in local/national media.*
- *Planned and coordinated over 1200 stories media stories.*
- *Airing a new commercial on all Delta Airlines flights during January 2012 reaching about 1.5 million people on over 17,300 flights.*
- *Distributed 2,000 coupons to encourage repeat visitation at Kartchner Caverns. 41 were redeemed (2%).*
- *Verde Valley rack card distribution project: Rack cards distributed by the Camp Verde, Cottonwood, & Sedona Chambers of Commerce, the Verde Valley Arizona State Parks and nearby National Parks (Tuzigoot & Montezuma's Castle).*

Website enhancements

- *Enhancements to publicize Arizona Archaeology & Heritage Awareness Month (March 2012) "Connecting Past & Present: Celebrating Arizona's Centennial" and 2012 Arizona Archaeology & Heritage Expo.*
- *Updates to the Governor's Archaeology Advisory Commission (GAAC) web pages.*
- *Enhancements to AZSITE website to include SHPO cultural resources sites and projects maps.*
- *Contract awarded for ASP enhancement for the Off-Highway Vehicle (OHV) Program.*

Emerging Strategies

- 6,369 Facebook fans/likers
- 4,825 followers on Twitter
- *Web Site Statistics (October-December 2011)*
 - 740,254 Visits
 - 3,074,789 Pageviews
 - 4.15 Pages per Visit
 - 3:19 Average Time on Site
- *Collaboration between Arizona Highways and ASP on Deal Chicken promotion during December 2011. 1st 500 subscribers received a free day-use pass to Arizona State Parks.*

Objective B. By enhancing the public relations plan.

- *ASP, along with more than 45 individuals and multiple organizations, working on 2013 International Trails Symposium to be held in Arizona.*
- *Set up partnership with Arizona State University to create new SmartPhone APP for State Trails System.*
- *Hosted American Trails National Board for tours on Yavapai Nation and City/County properties*
- *University of Arizona (UA) accepted hosting of UA Department of Geosciences 2012 Annual GeoDaze Conference field program at Kartchner Caverns State Park.*

Objective C. By enhancing agency internal communications including electronic posting of information.

- *Quarterly Regional Meetings held in all four regions and Phoenix Office attendance at Regional and individual park meetings.*
- *2011 Employee Survey distributed to employees on 12/17/11. Due date: 1/31/12.*
- *As a result of the 2010 Employee Survey, Executive Staff completed a "Shadow Day" program and provided written feedback to agency employees.*
- *Created a cross-functional team communication process for resolving transaction-processing issues within the on-line Reservation System.*
- *Utilized cross-functional team to create on line reservation system access and credit card controls to ensure accountability.*
- *Active cross functional teams/committees: Sponsorships and Donations Policy Team, Communications Team, On-line Reservation System Team, Recognition Team, Retention Team, Fee Team, Law Enforcement Committee.*